

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re US Patent Application of:	)	
	)	
Matthew K. GRACIE et al.	)	Confirmation No.: 2322
	)	
Serial No.: 10/735,018	)	Group Art Unit: 3624
	)	
Filing Date: December 12, 2003	)	Examiner: Loftis, Johnna R.
	)	
Title: SYSTEM AND METHOD FOR	)	
CONDUCTING AN OPTIMIZED	)	
CUSTOMER IDENTIFICATION	)	
PROGRAM	)	

**Mail Stop AF**  
Commissioner for Patents  
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**AMENDMENT AND RESPONSE UNDER 37 C.F.R. 1.116**

Sir:

This Amendment and Response is filed in response to the Office Action dated March 31, 2010 ("Final Office Action"). The Applicants respectfully request that the present Amendment and Response be entered in order to place the present application ("Application") in condition for allowance or in better condition for appeal.

Amendments to the claims are shown in the complete list beginning on page 2.

Remarks in support of the claims are shown beginning on page 13.